SOCIAL MEDIA POLICY
FIRST PRESBYTERIAN CHURCH OF KIRKWOOD

We are called to be a welcoming and supportive community whose inspiring worship of God encourages everyone to deepen their faith and to respond to the needs of the world with the compassion of Christ.

SCOPE

The Social Media Policy covers all digital social media accounts and communications ("Social Media") that are purported to be from the First Presbyterian Church of Kirkwood (the Church) whether created by a staff member or a church volunteer. Examples of Social Media include but are not limited to emails using the Church domain, websites, Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube and Constant Contact.

PURPOSE

The Church desires to use Social Media to connect to and inform its congregation and the public in a manner that is consistent with its mission statement.

POLICY

CREATION AND MAINTENANCE OF SOCIAL MEDIA - The creation of all new Social Media accounts must be approved by the appropriate Session Committee based upon its use. Administrators are individuals who have the ability to post or change Social Media on behalf of the Church. All accounts require at least two administrators, one of which must be a staff member. Administrators' names must be provided to the Office Administrator. When volunteer or staff members change roles and are no longer involved in the Social Media, they should be replaced as administrators. The Office Administrator should be notified of changes to administrators. All administrators should sign this policy indicating they agree to abide by it.

SAFEGUARDING CHILDREN - No information about a child that could put them in danger should be posted. The use of identifiable children's photos on Social Media Accounts is not allowed unless their parents have provided documented permission. The names of children should not be posted on Social Media. Social Media accounts designed to engage our children should use privacy settings that only allow accepted members to post if the Social Media platform allows such settings.

RIGHTS OF OUTSIDE PARTIES - Care should be taken not to infringe on the rights of other parties. Copyrighted material or logos of outside parties should not be posted on Social Media without explicit permission.

OBJECTABLE MATERIAL - When the Social Media platform used (e.g. Facebook) has settings that allow for blocking of obscenities, it should be used. Should material inconsistent with our mission be observed on the Church's Social Media, the staff administrator should be notified immediately so that they may address the issue. If the posting administrator was a staff member, the pastor should be informed. Posting of material inconsistent with our mission or this policy may result in the removal of administrator privileges.

PRIVACY - Content on Social Media should respect the privacy of our members, employees and other individuals. No information should be disclosed that would reasonably be considered confidential or that would be in violation of regulations or laws (e.g. HIPAA). In addition, no information that could be considered confidential or proprietary information of the Church should be disclosed.

OPINIONS AND VIEWS - Passing off personal opinions and views, for example political stances, as those of the Church is prohibited, excluding innocuous comments like, "this event will be great fun!" Any opinions or views expressed must be approved by the Session and pastor or attributed to an individual.

EFFECTIVE DATE

This policy is effective September 1, 2018. Social Media accounts already in existence should be approved and brought into compliance with this policy. Posting to social media should be in compliance with this policy on a go forward basis.

REVIEW RESPONSIBILITY

The Session Finance and Operations Committee will periodically review this policy.

APPROVAL BY SESSION DATE: May 15, 2018